

CLAIMS

- 1 1. A method for promoting use of a product having an adaptation module comprising
2 the steps of:
3 providing sample data of a person;
4 accessing the sample data associated with the person; and
5 using the sample data to adapt the product to the person utilizing the adaptation
6 module of the product.
- 1 2. The method according to claim 1, further comprising the step of making the product
2 available to the person.
- 1 3. The method according to claim 1, wherein the sample data is created prior to
2 adapting the product.
- 1 4. The method according to claim 2, further comprising the step of selecting the person
2 from a person database storing data associated with the person, the associated data including the
3 sample data associated with the person.
- 1 5. The method according to claim 1, wherein a plurality of products is available for
2 promotion and a product is selected to be promoted.
- 1 6. The method according to claim 1, further comprising the steps of:
2 accessing a person database storing data associated with at least one person, wherein
3 the database stores accessing data associated with the at least one person, the accessing data
4 providing instructions for accessing the sample data;
5 selecting a person from the person database;

6 retrieving accessing data associated with the selected person; and

7 accessing the sample data based on the retrieved accessing data.

1 7. The method according to claim 4, further comprising the steps of:

2 tracking use of the adapted product by the selected person; and

3 storing data in the person database as tracking data associated with the selected

4 person.

1 8. The method according to claim 7, further comprising the steps of:

2 obtaining feedback data from the selected person regarding the selected person's
3 satisfaction with the product; and

4 storing the feedback data in the person database in association with the selected

5 person.

1 9. The method according to claim 8, further comprising the steps of:

2 incorporating the tracking data and the feedback data associated with the selected
3 person into an advertisement; and

4 advertising the product.

1 10. The method according to claim 4, further comprising the steps of:

2 scanning publicly available material for finding a name of a person not entered in the
3 person database and data associated with a person having an entry in the person database;

4 updating the person database by adding a found name of a person not entered in the
5 person database; and

6 updating the person database by adding data associated with a person having
7 associated data stored in the database.

1 11. A system for promoting use of a product having an adaptation module comprising:
2 a person database storing data associated with at least one person including
3 accessing data providing instructions for accessing sample data associated with the at least one
4 person; and

5 a server accessing accessing data associated with a person selected for promoting the
6 product from the at least one person, wherein the server uses the accessing data to access the
7 sample data for the selected person and uses the sample data to adapt the product to the selected
8 person utilizing the adaptation module of the product.

1 12. The system according to claim 11, wherein the sample data is stored in the person
2 database in association with the selected person.

1 13. The system according to claim 11, wherein the server accesses a product database
2 storing product data associated with at least one product, wherein for each product of the at least
3 one product the product data includes instructions for using the product and adapting the product to
4 a user, and wherein the server retrieves the product data associated with a product selected for
5 promotion and uses the instructions included in the associated product data to adapt the selected
6 product to the person.

1 14. The system according to claim 13, wherein the server further comprises a user
2 interface for allowing an operator of the server to select at least one of a product for promotion and
3 a person for promoting the selected product.

1 15. The system according to claim 11, wherein the data associated with the at least one

2 person further includes contact data including information for one of providing data to the at least
3 one person and providing the at least one person with access to data, and wherein the server uses
4 the contact information for making the adapted product available to the at least one person.

1 16. The system according to claim 11, wherein the accessing data further includes
2 recording instrumentation data for providing instructions to one of a device and an operator of a
3 device for recording the sample data, and wherein the server uses the recording instrumentation
4 data for providing instructions to one of a device and an operator of a device for recording the
5 sample data.

1 17. The system according to claim 11, wherein the data associated with at least one
2 person further includes associated persons data including accessing data for accessing sample data
3 associated with at least one associated person, wherein the server uses the sample data associated
4 with the at least one associated person to adapt the product to the at least one associated person.

1 18. The system according to claim 11, further comprising a person database update
2 module, wherein the update module scans publicly available material for: finding a name of a
3 person not entered in the person database and enters the found name in the person database; and for
4 finding data associated with a person already having associated data stored in the person database
5 and adds the found data to the data associated with the person already having associated data stored
6 in the person database